



# ***NORTHSIDE PRODUCE***

*Serving Town and Country*

**Community Sponsorship and Funding Support Program**





## **HOW IT WORKS**

As a caring corporate citizen, we sponsor and support many local activities, organisations, events and projects covering a wide range of industry, sporting, cultural and community interests and endeavours.

Every quarter, Northside Produce provides an opportunity for community organisations to apply for sponsorship or event funding support.

Please note: because we get so many requests for funding we have found it necessary to only accept applications via our website and we only release funding through this process, so it's very important that you have your application in well before your required time.

Each request for sponsorship and funding support is assessed individually and is based on our budget, the merit of the application and whether the application has met Our Community Support Strategy.

Once your organisation has been approved, we set up a collection box for your organisation in our store, outlining what you are raising money for. It is at this point that your organisation needs to encourage your members to purchase from us which in turn provides the revenue source to allow us to fulfil your request.

When any customer (especially one of your members) makes a purchase at Northside Produce Agency, they have the option to support your organisation by writing their name and contact details on the back of their receipt and putting into your collection box.

At the end of the collection time that you have chosen your box will be taken down and the receipts totalled. 10% of the total value of these receipts will be used to fund your request.

If the calculated value of your total receipts is within 75% of your requested amount, your requested amount will be deposited to the bank account of your choice. If not, then the total calculated value of the receipts will be deposited.

**This is why it's so important to have your membership involved!**



*Supporting the organisations that support us!*

## **SHARING THE GOOD NEWS**

Information about our community funding is sought after by the media, the community sector, government, and other funders. Where appropriate we encourage organisations who have received sponsorship or funding to publicly acknowledge our support.

We also appreciate in some cases that it is better to be discreet.

The publicity you generate will raise awareness about your activities and tell people who you are and what you're doing.

It also helps Northside Produce Agency know where the money is being spent and how the community will benefit.

In addition to increasing public awareness of the work of your organisation, your publicity may also inspire your organisations members and the general public to direct their spending to Northside Produce to provide tangible support to your organisation.



## **RESOURCES TO ASSIST YOU**

If asked to promote our support we have resources to assist you:

Access to our [Brand Guidelines](#) for use of our Logo & colours

- Access to our logos for your website and publications
- Access to banners, marquees, merchandise & signage

We are happy to hear your suggestions on other ways to publicise our support. NORTHSIDE

### PRODUCE LOGO

You can request our logos by calling our Office. In most cases the logo kit will be sent to you on confirmation of your successful application.

### NORTHSIDE PRODUCE BRAND GUIDELINES

The document [Northside Produce Brand Guidelines](#) is intended to be used as a guide by community groups on how to use our logo, colours and brand.

All artwork is to be pre-approved by our office by email. Please forward to [info@northsideproduceagency.com.au](mailto:info@northsideproduceagency.com.au)





## **WORTHWHILE PROJECTS & ELIGIBILITY**

Northside Produce Agency provides sponsorship and funding support to organisations ranging from small unincorporated groups to large organisations & sporting teams.

We provide sponsorship and funding support for purposes that are charitable or benevolent (in other words, for public good). Your request for a grant should relate to your organisation's objectives, as outlined in your constitution or mission statement.

We support a broad spectrum of sponsorships and funding that include community and industry services, events and celebrations, buildings, public spaces and facilities, research, and organisational development. Our funding options are designed to match the diversity of the communities we support.

If your idea or project does not seem to fit into our application process, please call us. We welcome new ideas and would be happy to explore them.

## **WHAT WE CAN'T FUND**

We do not support the following:

- Any sponsorship, project, event or activity that does not align with our corporate social responsibility.
- Core school and further higher educational activities e.g., playground equipment for schools
- Ongoing operating costs, other than in an emergency or for projects with an end date
- Promotion of a particular religious or spiritual philosophy. Our support to faith-based groups focuses on welfare, community service or community event activities that are not of a religious nature.
- Individual pursuits such as travel to participate in sporting events or ongoing medical treatment.
- Events where another rural supply store, produce store or any industry competitor are a sponsor.
- Programs that could be detrimental to public health or safety, discriminatory, or offensive to the community
- Events that encourage smoking, substance abuse, irresponsible alcohol consumption, or are directly related to gambling.
- Organisations and events outside our core regions
- Activities that duplicate our existing sponsorships

If you are unsure about whether we can support your request, please call us.

## **REPORTING AND EVALUATION**

Please keep reporting and evaluation in mind in the planning stages of your request.

All organisations who receive our sponsorship or funding support will be accountable for providing a report within four (4) weeks of receipt of funds.

You may be asked to report on the following:

- Sponsorship or funding support objectives and if these were met.
- How the sponsorship or funding support was spent
- Examples of any media, advertising or editorial
- Event attendance numbers and feedback if applicable.
- Photographs of the event and evidence of Northside Produce Agency's sponsorship at your event.

Please note that in some instances Northside Produce Agency may arrange a debrief meeting with a representative from your organisation to discuss details of the sponsorship or funding support.







# FAQ

## FAQ'S

**Q: How are payments made?**

A: Once sponsorship or funding support is approved, the collection boxes are set up and the receipt collection process commences. Upon reaching the nominated time frame for the collection process, we will send you a letter or email advising your organisation of the timeline completion and invite you to attend the calculation of the receipts that have been collected.

We will then provide to you the value of the grant. You will then be required to send Northside Produce Agency a tax invoice with at least 60-day payment terms. All payments of funds are inclusive of GST.

Approved funding is paid through an electronic funds transfer. Please make sure that the bank account details you provide in your application are those of your organisation's main operating account.

**Q: What happens if your project or organisation details change?**

A: If the changes relate to your organisation's details such as bank details, name, delegated authority, or GST status, please let us know in writing as soon as possible.

If your organisation sponsorship project, event or some of the people involved has changed, please tell us. We can work with you in responding to any differing or changed circumstances.

**Q: What if your project or event is cancelled?**

A: If your funding request is centred around a specific event and the event does not proceed, you will be required to refund any money paid to your organisation, back to Northside Produce Agency within 30 days.

The only exception is if your event/project is cancelled on the day due to bad weather or unforeseeable circumstances. If you can show us that your cancelled event or project will proceed at a later date, we may consider rolling-over that investment, but this will be assessed on a case-by-case basis. Please call our office for clarification.

# ***NORTHSIDE PRODUCE***

*Serving Town and Country*

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Online Store Now Open  
[northsideproduceagency.com.au](http://northsideproduceagency.com.au)